

PROXAMA'S MOBILE DIGITAL PROXIMITY TECHNOLOGY USED AT FIFTH TEST MATCH AT THE KIA OVAL

Proxama plc, the Aim listed mobile proximity commerce company in conjunction with The KIA Oval provided a complete mobile digital proximity solution during the Fifth Test Match between England and India which enabled spectators to access a wide range of exclusive content via an app called "The KIA Oval", during the event.

Using mobile proximity technology, fans that downloaded the free app were welcomed when they were in the close proximity of the stadium and able to access valued and relevant content within the ground. This ranged from interactive player profiles and live score feeds to a competition to win tickets to upcoming T20 cricket matches. In addition, beacons within the Corinthians Roof Terrace triggered extra content which providing an itinerary for the day as well as information about the different food stands to VIP's. A link to encourage downloads of the app was sent to ticket holders and NFC and QR code enabled Creative Posters and lanyards were located throughout the Kia Oval which promoted the app. This led to more than 25% of all targeted fans downloading and using the app, leading to a high number of interactions within the ground, and a great user experience.

Miles Quitmann, CCO, Proxama comments: "It's great to prove the capabilities of our TapPoint® platform in yet another location, at a live event at one of the UK's premiere sporting venues. Proximity technologies have the potential to transform visitor experiences in public spaces such as stadia, shopping malls and airports, so solutions like this build awareness and highlight benefits for the whole market.

TapPoint® has now been deployed in retail stores, shopping centres, museums and other cultural centres and is soon to extend to entire cities."

As the first BLE (Bluetooth Low Energy) enabled app that Proxama has deployed for a stadia client, this initiative proves the positive impact the technology can offer all public spaces.

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[About Proxama](#)

Proxama is a global platform provider of proximity marketing, loyalty and contactless payment solutions on mobile. We provide proximity commerce solutions to financial institutions, media owners, retailers and brands.

Our two technology platforms, TapPoint® and CardGateway™, sit at the heart of our business. TapPoint® delivers proximity engagement and loyalty solutions for retailers, media owners and brands by utilising technologies such as NFC, Bluetooth LE (beacons), geo-fencing and QR codes. CardGateway™ is our mobile contactless (NFC) payment platform that enables banks to transition their card portfolio onto mobile, for mobile contactless payments.

<http://www.proxama.com/>

About KIA Oval

The Oval, officially referred to as the Kia Oval due to commercial sponsorship, is an international cricket ground at Kennington, in the London Borough of Lambeth, South London.